



# **ARIZONA CENTENNIAL**

## **Arizona Experience Unveiling**

Remarks by Gov. Jan Brewer

Tuesday, February 14, 2012 – 12:00 p.m.

**Good Afternoon!**

**Thank you for being here on Arizona's 100<sup>th</sup> Statehood Day!**

**As we celebrate history today -- we're also embracing a very bright Arizona future!**

**Today, I'm excited to unveil the new virtual Arizona website!**

**Now, I'm here to tell you ... this is not just another website.**

**Since I've been Governor, I've announced and unveiled several important and useful sites.**

**But, this one is different.**

**This one showcases our state in a new and very exciting way – one literally never seen before. We wanted to commemorate Arizona’s 100 Years – in a meaningful way -- in a way that would never grow old or stale.**

**We wanted this to be the ultimate Centennial celebration.**

**So, here it is.**

**It activates the World Wide Web as a showcase for Arizona -- a collection of interactive visuals and incredible information never before gathered together in one place.**

**Internet users the world over – those who dream of coming to Arizona – anyone -- will be able to visit online a spectacular virtual museum filled with high-tech wonder and magic.**

**This project was so special it grabbed the attention -- and admiration -- of world software leaders -- Microsoft and ESRI.**

**Our very own Arizona Geological Survey pushed these companies’ software -- some of their software not even released before -- in ways the creators had not imagined!**

**In fact, Microsoft will cite the Virtual Arizona Experience as an upcoming “Featured Community” online – they recently traveled to Tucson to film and document this website in the making.**

**The result ... It tells Arizona’s story in a series of multimedia and interactive pages and activities.**

**It’s designed to capture the imagination of visitors, educators, business professionals, students, and Arizona enthusiasts the world over!**

**The people who nurtured Arizona through its early years can be seen and studied – and so, too, can those who are innovating its tomorrows.**

**You can discover the natural resources that shaped Arizona and are transforming its present day.**

**You can witness the ingenuity that tamed the wild frontier -- and those who are actively envisioning Arizona’s next frontiers.**

**What began as a website for our bricks-and-mortar-museum has blossomed into a Virtual Arizona Experience that none of us ever imagined.**

**It’s what Dr. Lee Allison – who you’ll hear from in a moment -- calls a “Four Dimensional Arizona Experience.”**

**And, it will continue to evolve each month over the next year.**

**In fact, what you see here is just the beginning – with nearly 300 content providers and partners -- many here today -- contributing tens of thousands of digital images and videos yet to be added.**

**What you see is the beginning of a round-the-clock effort by professionals of the Arizona Geological Survey -- led by director Dr. Allison and my policy advisor Kevin Kinsall who had this vision.**

**Lee tells the remarkable story of how his team instinctively and wholeheartedly embraced the project. Despite the daunting task, the team was spurred on by eager content providers from around the state -- so thank you all for your support!**

**And, thank you, Lee and Kevin, for your leadership – and for your team of professionals.**

**Finally, a very special thank you to the Helios Foundation for being the first to support the website through a grant.**

**You've helped deliver to all of us -- on Arizona's 100<sup>th</sup> Statehood Day -- the opportunity to share Arizona's past and great promise for the future – all through a Virtual Arizona Experience.**

**In a moment, you'll see how the Virtual Arizona Experience is also being used to support education at the K-12 level.**

**The website team is working with the Arizona Department of Education -- Arizona Game & Fish -- other agencies and organizations -- in addition to many individual educators -- to develop interactive maps and videos on the website -- with existing lesson plans based on the State Curricula.**

**I'm delighted to announce that we'll hold a contest for Arizona teachers to develop new lesson plans using the multi-media content and innovative software on the Virtual Arizona Experience. We'll be launching the education part of the website and releasing contest details in a few weeks.**